

HAVE DONE

- > Consumer Products
- > Sports and Entertainment

Aunt Jemima Online Promotion
 Branding of "The Collection"
 Cocoa Puff's Online Promo
 Coyote Ugly Saloon website
 Dragons are real!!!
 FOP Pringles Promotion
 General Mills Halloween Promotion
 Lucky Charms
 Maxim Promotional Design
 Mountain Bike Challenge for Kraft.
 Poster Design
 Sony Music
 Sponge Bob The Movie Online Promotion
 Sponge Bob's Bubble Trouble!!!
 World Snowboard Challenge

- > Financial Services
- > Pharmaceutical
- > Other
- > En Español

FOP Pringles Promotion



Nickelodeon:

> Problem

If you're a kid, don't read this!

What is the point in promotion if the product does not leave the shelf? I mean, we like kids and all that, (heck, we've got 3 between us) but the task here is to motivate the movement of product.

So when you hook up two Uber-brands like Pringles and Nick's FOP... it does not take a ton of effort to get kids, to get their parents, to understand that they "must have the code" to get that all-too exclusive content we create. Some cool screen savers, a belly full of Pringles, all is good in the world... well, almost.

> Solution

Zemoga worked closely to create not only an engaging site to introduce the new Pringles, but also drive kids to enter the on-pack code to release the special digital assets we created for them. VALUE EXCHANGE! Kids love it, and so do consumer product companies.

> Result

The site drew a ton of traffic and downloads of the digital assets. Kids signed up to get their Nick points, and all parties were happy with the results. Engage Zemoga, and you will be too!

[PRIVACY POLICY](#)

HAVE DONE

- > Consumer Products
- > Sports and Entertainment

Aunt Jemima Online Promotion

Branding of "The Collection"

Cocoa Puff's Online Promo

Coyote Ugly Saloon website

Dragons are real!!!

FOP Pringles Promotion

General Mills Halloween

Promotion

Lucky Charms

Maxim Promotional Design

Mountain Bike Challenge for Kraft.

Poster Design

Sony Music

Sponge Bob The Movie

Online Promotion

Sponge Bob's Bubble

Trouble!!!

World Snowboard Challenge

> Financial Services

> Pharmaceutical

> Other

> En Español

Aunt Jemima Online Promotion



Nickelodeon:

> Problem

Nick turns to us for a variety of services, from concept and character development, to interactive gaming, digital asset creation and promotion design.

Zemoga provides Nick with innovation they can depend on.

It's simple. If you've got a product that deserves attention, build it through a promotion that features the product benefit.

> Solution

With "Aunt Jemima Dunkers", we worked with Nickelodeon to leverage the independent attitude that the product promotes to kids through a sweepstakes and collection of digital assets including a custom game and screensaver. We developed a set of product characterizations that the client leveraged in other media as well...ya smell some "added value" cookin'... we do. All this to get kids excited about doing it their way

> Result

The promotion, characters and games have been a great success. Aunt Jemima incorporated our promotion and character development in other promotional materials. Everyone's Happy!





**SYRUP
DUNKERS**

**Nickelodeon All Grown Up
BIG BASH
SWEEPSTAKES!**

Click here to enter for a
chance to **WIN** the ultimate
PARTY at your school!

**all
grown
UP!**

**LUCKY
13**



Play the

**"DO YOUR
DUNK"**

GAME

CLICK HERE
TO PLAY

Get your
exclusive



**SYRUP
DUNKERS**

Screensaver!

CLICK HERE TO DOWNLOAD



Try **AMAZING** Recipe ideas
With **Aunt Jemima** **SYRUP DUNKERS**!

Click Here To See Pancake Faces,
S'more Waffles And More!



© 2004 Pinnacle Foods Corporation. Aunt Jemima is a registered trademark of The Quaker Oats Company and is used under license.

© 2004 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon All Grown Up and all related titles, logos and characters are trademarks of Viacom International Inc.